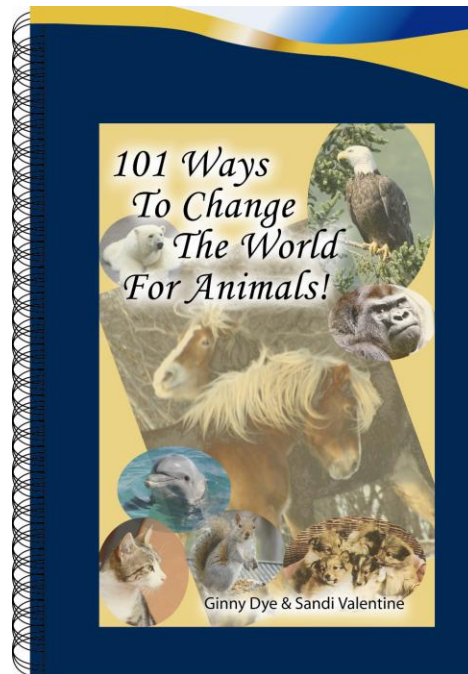


101 Ways to Change



The World for Animals

By
Ginny Dye & Sandi Valentine
with Shawn Dowdy

For
Together We Can Change The World, Inc.
Together We Can Change The World Publishing

From the Authors:

There is just something that pulls on our heart-strings when we see an animal being mistreated or abused. As youngsters we were surprised when we were more upset at the movies when an animal was depicted as being hurt or in danger than when a human was!

Whose heart doesn't soften at the sight of a kitten, puppy or foal? We're instinctively drawn to a nest of chirping chicks, ducklings paddling madly after their mother, or a tiny chimp clinging to a parent.

This book is dedicated to animals – wild and domesticated. Our lives are richer because of them. They deserve our respect and protection.

We barely scratch the surface in this little book. Even so, we hope it will inspire your awareness and support of those organizations who are working tirelessly on behalf of the animals in our world.

You will find links to websites and organizations from our online research for your convenience. We are not endorsing any of these groups or sites, nor are they endorsing us. We are simply offering them to you for your further study and/or research.

Ginny & Sandi

**5 Million For Change!
&
5 Million Students For Change!**

Together We Can Change The World, Inc. has created the 5 Million For Change Campaign to mobilize a force of good that will sweep across the globe and create true sustainable CHANGE on every continent.

It's not just enough to say you want to help create CHANGE - you have to have the resources and tools to do just that. The Together We Can Change The World Association has created everything you need - giving it to you totally FREE as our contribution to CHANGE.

14 E-books in the 101 Ways Series

More books through Together We Can Change The World Publishing

Powerful Movies & Songs

E-Cards

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Beacon of Light Cards

Prints & Posters

Will you RAISE YOUR HAND and become part of 5 Million For Change or 5 Million Students For Change??

www.5MillionForChange.com

www.5MillionStudentsForChange.com

The 5 Million For Change Pledge is on the next page:

5 Million For Change Pledge

I raise my hand for 5 Million For Change.

I will take time **TODAY** to make a difference in
the world.

I will take time **TODAY** to do one thing – for one
person.

I will take time **TODAY** to spread some love &
caring in my world.

One thing – **TODAY**.

EVERYDAY!

Nothing is too small. Nothing is too big.

It is only important to take Action.

I will take time **TODAY** – to **ACT** – to create
CHANGE!

101 Ways to Change the World for Animals

Domesticated Animals

1) Instead of purchasing a dog or cat from a pet store, seriously consider adopting one from a rescue shelter. The animals there have been abandoned or rejected and in many cases face death if not adopted. There are also groups that rescue dogs of just one breed and make them available. Try a search on your favorite search engine to find one if you "must have" a certain breed.

2) Choose a pet that fits your lifestyle. Before you acquire any kind of animal, do some in-depth research on pets that interest you. If you travel a lot, you'll want an animal that doesn't need as much affection and can be left for periods of time. If you have allergies, you'll want an animal that won't trigger allergy attacks. Don't choose an animal just because it melts your heart or you think it would be "cool" to have. Do your due diligence and discover the animal that will enrich your life as well as be the best fit for your way of living.



3) If you have to leave your pet with a volunteer pet sitter, make sure you take time to explain your pet's routine and leave written instructions. Leave an adequate supply of food, an exercise routine, grooming instructions, veterinarian and emergency clinic numbers. Inform PetNet of your temporary contact information, and leave your itinerary and phone numbers if possible. Make sure your pet is wearing a collar and tag and has had all vaccinations. This will help with identification should your pet become lost. Be sure to call your sitter to check on how your pet is doing.

4) Instead of a pet sitter you may be able to enlist the help of a neighbor who can drop in a few times a day to feed, water and exercise your pet. A responsible, trustworthy person is the best choice for this important duty. Some students take care of pets as a summer job. Make sure to get references.

5) Professional Pet Sitters are also an excellent alternative to sending your pet to a kennel. This is a very good option, especially for cats that don't do well out of their home environments. Often persons offering this service are listed in the Yellow Pages, but you may be better off asking friends and relatives for recommendations. Always check references - someone who is bonded is recommended.

6) If you have to leave your pet in a kennel, know what to look for:

- Are cages large enough and are they clean?
- Is water available for your pet at all times?
- Do kennel owners insist that all pets have all their vaccinations?
- How often will your pet be exercised and what kind of exercise do they receive?
- Is the boarding agreement complete and satisfactory to you?
- Is there a vet on call 24 hours? Check with the doctor's office to verify.



7) Traveling with pets can be rewarding if certain precautions are taken. Things to do if you take your pet with you:

- Keep complete ID and rabies tags on your pet at all times.
- Carry current health and vaccination certificates.
- Make sure your hotel accepts pets and book well in advance.
- Take a pet carrier or crate with you and do not leave your pet alone in a hotel room

without familiar toys and bedding. A lonely, scared pet in unfamiliar surroundings can cause damage if left alone.

8) If you travel by car, you can enjoy a trip with your

pet. Be sure to take some extra time and prepare your pet for the trip beforehand so everyone has an enjoyable time. Make sure your pet is used to traveling in a car before you start a lengthy road trip. Take him on a number of short rides to accustom him to the motion of the car. Don't expect him to become accustomed to the car during vacation – the trip will be miserable for everyone, especially your pet.

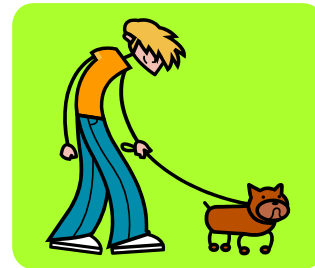
9) Never leave your pet in a car in warm weather.

Temperatures can skyrocket in a very short period of time and endanger the life of your pet. Remember - heat can quickly kill or do irreparable harm. Don't take a chance with your pet's life by leaving her in a car.

10) If you are taking a car trip with your pet, don't feed her for a few hours before the trip. Be sure to bring along fresh water and a familiar bowl to refresh her during breaks. And take plenty of exercise breaks for you and your pet – you'll both benefit by feeling more refreshed.

11) If you take your pet camping or into any unfamiliar territory, keep his collar and ID tag on at all times.

It's best to keep him on a leash too, so he doesn't get lost or confused in unfamiliar surroundings. Encounters with wild animals like skunks or raccoons can be dangerous to pets, especially ones not used to being outdoors.



12) If you have a pet that spends a majority of his time outdoors, make sure he has adequate shelter to protect him from sun and heat. Kennels or cages need to be located in shaded areas and should be well ventilated. Make sure he has clean, fresh water available all the time.

13) On especially hot days, don't let pets over-exert themselves.

If you see signs of heat stress – disorientation, excessive panting, staring, an anxious expression, or weakness – take your pet to a cool area and gradually lower her temperature by immersing her paws in cold water or hosing her down. Call your vet immediately.

14) Take good care of your pet's paws.

Avoid walking your pet on hot asphalt in the warmer months - it can burn their paws, so stay on grass or the sidewalk. During the winter, remove ice and snow from paws and coat at once to prevent frostbite. Frostbitten skin turns reddish, gray or white, and it may be scaly or sloughing. To thaw frostbitten areas, take your pet to a warm place immediately. Slowly thaw frostbitten skin by applying warm moist towels and changing them frequently. Continue until areas appear flushed. Contact your vet as soon as possible. Remove snow removal salt from pet's paws immediately. It can burn paws and make your pet sick when they lick their paws. Kitty litter is less hazardous to use. Keep these products stored in tightly covered containers and out of the reach of children.



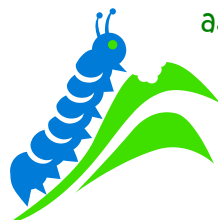
15) Cats like to find warm places to curl up and take a nap,

and unfortunately, they sometimes climb onto car engines. To prevent injuries or death, knock on the hood and honk the horn before starting your car. Make sure cats are in the clear.



"Teaching a child not to step on a caterpillar is as valuable to the child as it is to the caterpillar."

~Bradley Millar



How Will You Benefit By Getting Involved?

Volunteering will mean so much to the animals and organizations you help, but it will also benefit you in so many ways. This one area could be many pages long, but we're just going to hit the highlights.

- The knowledge you are helping your community
- Make important networking contacts
- Improve business skills or learn new ones
- Build self-esteem and confidence
- Improve health (research shows volunteers are healthier)
- Increase happiness by service
- Meet new people and make new friends
- Feel needed and valued
- Know you are making a difference in an animal's life
- Give you an ability to express gratitude for what someone may have done for you in the past
- Have fun
- Allow you to live out your fantasies by doing community service that taps into your "inner person"
- Provide your family with meaningful activity
- Develop leadership skills

16) Did you know that if you shave pets in the summer, they can actually get sunburned? If you must shave them, do it early in the summer before it gets too hot and save them from the discomfort. And be sure to keep them out of direct sunlight as much as possible.

17) Keep your pet's heartworm prevention medicine up to date especially in the summer when hordes of ravenous mosquitoes are present. Get more information from your vet. You can purchase from your veterinarian and also from most pet stores. Consider using www.MyPowerMall.com or www.ShopForCharityDay.com and benefit your favorite cause at the same time!

18) Prevent fleas and ticks from infesting your pet and home by using regular applications of flea prevention medicine. It is much easier now to keep pets protected by using over-the-counter, long term protection obtained either through your vet, pet store or reputable internet source. (Check www.MyPowerMall.com or www.ShopForCharityDay.com for many pet supply stores that deliver right to your door.)

19) Dogs cannot sweat and can become dangerously hot very quickly in the summer. Plenty of water should be available at all times, but especially in hot weather. Water in a pet's bowl should be clean, changed often and kept in a cool, shady place. During the summer when you and your dog exercise, take along a portable water container for each of you. Dehydration is a very real danger to you and your pet!

20) Microchips are a valuable means of permanent identification for your pets.

Owner information is immediately available, ensuring the swift return of your pet in case he strays. Your pet receives a unique ID number that is entered into the National Database, PETtrac. The service is available 24/7, 365 days a year. Veterinarians implant the microchip with no more discomfort than a routine immunization and it is completely safe. Registration is included with the microchip implant – there are no



annual fees to worry about, but lots of peace of mind that your pet is protected.

21) Spay or neuter your pet to help prevent unwanted litters. This procedure also lessens the risk of false pregnancy and reproductive cancer. Roaming away from home is also less of a problem. There are organizations that help if the cost is a problem. Check with your vet or local humane society.



22) Plenty of exercise for your dog helps curb boredom, which can lead to behavioral problems. It also keeps her lean and trim. Basic obedience training also encourages good behavior. When your dog knows what you expect from her, she will gladly give it to you. Well-trained dogs are welcome wherever they go.

23) Crate training your dog can, and should be, a happy, positive experience for your pet. He will come to feel that his crate is a good, safe place for him to be. Crates should be large enough for an adult dog to be able completely stand, turn around and stretch out full length. If trained to a crate in a positive manner, your dog will come to prefer being in his crate to sleep and when alone. Consult your veterinarian for more advice.

24) Ensure your cat's safety and a long healthy life, by keeping him indoors. Outdoor cats are exposed to the elements, accidents and disease, poison, abuse, fights with other animals, theft and loss; not to mention fleas, ticks, worms and other diseases and parasites. The average age of an outdoor cat is three years. The lifespan of indoor cats is approximately 15 years. So by keeping your cat indoors, you can lengthen his life and your relationship by many years. Isn't that a great reason to keep your cat inside?

25) Your cat will live a longer, healthier life indoors and you will help keep a measure of peace in your neighborhood! Some distractions and destruction outdoor cats can cause:



- a nuisance to your neighbors
- disruptive, noisy cat fights
- indiscriminate breeding by cats that haven't been neutered
- they get into garbage
- they hunt and kill wildlife

Choosing the Right Cause

Be Selective

It is important to think about what is important to you, and be selective about where you invest your time and energy. Choosing opportunities that make you feel good while also helping others will enrich your own life at the same time you are helping animals – whether in your community or throughout the world. There will always be more people & organizations that need your help than you can help. Accept that reality and choose those projects you are most closely connected to – while encouraging others to step up to the plate to help the ones you can't.

If you have a local Volunteer Center this is a good place to start. They are great at connecting organizations with those eager to help. You can also just open your phone book and look for Animal Organizations, etc.

Research Causes

It is not enough to find an organization or project that needs help. It is wise to research the project to make sure it fits within your values. Don't be afraid to take a look at their financial records to be sure your investment of time and money will be well handled. Most community organizations work under intense pressure from a position of great integrity, but it doesn't hurt to make sure of that yourself.

It is also wise to determine how the organization wants you to help. Do they take the necessary safety precautions?

Another area to research is whether you are the right fit for this organization. Do you have the skills they are looking for? If learning new skills is necessary, will these skills help you in other areas of your life? Will your schedule and time allotments mesh with the needs of the organization?

Be Realistic

While you may be eager to help everyone who comes to you with a need, you won't be able to. Determine just how much time you have to give to your project, and then stick to that schedule. Doing so will assure you are eager to work on your project for years to come!

More World Changer Ideas

26) A good way to allow your cat to be outdoors is to harness train him so you can supervise his outdoor visits. Begin training at 6-7 months of age and have your cat spayed or neutered first. This will enhance his ability to concentrate and reduce his desire to roam. More details about harness training a cat are available on the U.S. Humane Society website.

27) Cats use their claws to climb, scratch, hunt and defend themselves. Using them for scratching is natural and normal. But claws can cause a problem when used to scratch objects owners consider valuable. It is almost impossible to prevent cats from scratching, and unfortunately, this behavior will sometimes lead to the owner giving the cat up to a shelter or having the cat declawed. To help prevent cats from clawing furniture, carpets, clothes, etc., try a few other strategies before declawing. It may be as simple as routinely trimming your cat's nails. Sprays that are unpleasant smelling to cats can help; test an inconspicuous spot before spraying on furniture. Cats don't like citrus peels; place some of them around the area



used for scratching. A sturdy, well-placed scratching post will help (see #28 below); covering inappropriate objects with aluminum foil, double-sided tape, or a plastic carpet runner with the pointed side up, are all good deterrents to this destructive behavior.

28) Sturdy scratching posts can help deter cats from destroying valuable objects in your home. But getting a cat to use the scratching post is another story! Make sure the post is large enough and weighty enough to withstand the onslaught of kitty attacks. If the post is wobbly, or tips easily, the cat won't use it. Attach it to a sturdier bottom or wedge the base under a piece of furniture to make it more stable. Try rubbing catnip on a post to attract the cat to begin using it. Use sturdy sewing elastic to hang a favorite toy from the top - make using the scratching post fun for kitty.

29) One idea for a great scratching post is to wrap a 4-foot wooden ladder in un-oiled rope, placing a couple of platforms for kitty to perch on. It takes quite a bit of effort and about 600 feet of un-oiled manila rope to wrap the ladder, but the payoff may be a kitty that is more interested in using it than the furniture for scratching! (This idea comes from the 'original cat ladder' by Anne Kolaczyk's Cat Ladder webpage.)

30) Declawing a cat should be the very last option used to deter scratching – used only after all other options have been tried for a reasonable length of time and have failed. Declawing is irreversible and is performed under general anesthesia by a veterinarian. Be aware that immediately after surgery, restricting your cat's activity, especially jumping, may be difficult to do.



Other special care is also needed after the surgery, so be sure to consult your vet before making a final decision. Cats that undergo the declawing procedure may occasionally experience post-operative discomfort and complications. The cat may also become reclusive, irritable, aggressive and unpredictable – which may be more of a problem to owners than the scratching!

*A special invitation to join the
BE the Difference Club*

Would you like weekly ideas on ways to make a difference in your community and in our world?

How about easy ways to benefit your favorite group or organization?

Join the *BE the Difference Club* and get your free e-zine subscription.

Sign up is free, quick and easy at:

www.TogetherWeCanChangeTheWorld.com

Every Tuesday we publish an e-zine (an email newsletter) that contains ideas on how to change the world, stories and tips on how to make real-life differences in your community, just plain fun items, and information on promotions happening in our various divisions:

[www.TogetherWeCanChangeThe WorldDay](http://www.TogetherWeCanChangeTheWorldDay)
www.MyPowerMall
www.ShopForCharityDay

More World Changer Ideas

31) Proper grooming should be an important part of every cat or dog's life. It allows the pet's skin to breathe and keeps them looking their best and feeling well cared for. It also gives you an opportunity to check for fleas and any other problems that might go unnoticed if grooming is neglected. Keep up a daily or weekly regimen of grooming and enjoy the extra time spent with your pet.

32) Keep chocolate out of reach of your dog. Chocolate is poisonous to dogs and they can die if they ingest a large quantity. The holidays are times to be particularly aware of your dog's eating habits. Call your vet immediately to prevent serious consequences if your dog "pigs out" on chocolate.

33) Animals, like humans, are attracted to sweets. Antifreeze tastes sweet, but it is poisonous, so quickly clean up any spills that occur. Better yet, use the "pet safe" variety of antifreeze. Even small amounts of antifreeze can be fatal to animals, so precautions are needed with all antifreeze products. Keep containers tightly closed and out of the reach of pets and children.



34) In winter, increase the fat in diets of animals that go outside in bad weather, even for short periods of time. Your pet will need extra calories to keep warm, so feed them accordingly when temperatures begin to drop. The extra fat will help maintain your pet's body heat.

35) Provide proper shelter for your outdoor pets. A warm, insulated pet house or shelter is preferable to keep them comfortable in

different weather conditions. Elevate the house enough that moisture cannot enter; provide a door (maybe canvas) to keep out winter winds; wind can also be blocked from pens using bales of hay or straw. Stretching canvas over the top of a pet's pen helps too. If wind chill or other factors become severe, bring your pet indoors to protect him and keep him warm.

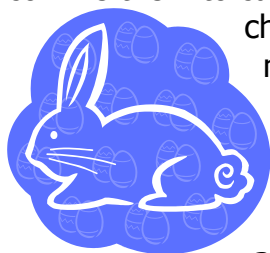
36) Support your favorite pet or wildlife charity by shopping for all your pet needs in your own My Power Mall (www.MyPowerMall.com). You can even shop for all your human needs too and help others at the same time! What better way to help change the world for all animals?

37) Bones have always been used as treats for dogs, but they can cause many problems to our faithful pets. Stomachs and intestinal tracts can be cut or blocked by bones that splinter or become lodged in these areas. Use nylon pet treats instead as a healthier, safer alternative.



38) Rabbits make excellent house pets because they are very social, interactive animals. Like all pets, they do require some special care and attention to keep them happy. If you are unable to be with your rabbit for long stretches of time, you might consider getting two. They will be good company for each other. Spay or neuter rabbits just as you would any other pet to prevent litters, spraying and other problems.

39) Regularly groom your rabbit to prevent the possibility of hairballs. Rabbits need lots of exercise; so don't confine them to cages or hutches 24 hours a day. They also need annual check-ups and emergency care if ill. Since rabbits are naturally clean animals, they can be trained to use a litter box, like cats. They like a healthy varied diet - pair high quality pellet food with fresh veggies and some fruit. Leafy green veggies like kale, dark green leaf lettuces, occasional carrots, sweet potato and apple slices provide variety. A pile of leafy greens about the size of the rabbit's body should be fed to them each day. Leaving



pellets out all day can result in a chubby bunny - feeding a couple of times a day is best.

40) Guinea pigs make great house pets. They are small, domesticated mammals that are gentle and lovable and don't require the run of the house. They rarely bite or scratch, but they can be messy - scattering food, water and bedding all over their cages. They are most active at dusk and dawn, but will easily adjust to your routine. Guinea pigs come in a variety of colors and their coats can be short, long, whorled, silky or even hairless! Long-haired species will need regular grooming once every two to three weeks. With good care, they live up to twelve years with six to eight years being the average. Learn all you can about their care and feeding; keep them clean and warm and bedding dry; give expert vet care annually, give lots of love and affection and you will be well rewarded with your choice of guinea pigs as pets.

How to Get Others to Help

There are so many ways you can garner media attention, as well as mobilizing others in your community to help. There is no reason why only you can help with projects and organizations. Think of the bigger impact you could have if you mobilized a larger number of people to help – increasing the benefit to your community *and* to all the animals you are helping.

If you're ready to think BIG in your mission to help animals, then this is the information you need!

The first thing you will want to do is **communicate with your local media people**. Stories written about what you are doing are free and the media is always looking for attention grabbing news!

1. First, **make a list** of your local daily and weekly newspaper reporters, editors, any local and regional magazines, and TV and radio stations. Don't forget wire and internet services as well.
2. Next, **make some calls**. Know what you're going to say before you call.

- Make notes of the most important elements they'll be listening for -- who, what, where, when and how. Give sufficient lead time -- usually a minimum of two weeks for radio and newspapers.
- Keep it very short, compelling, interesting, and appropriate for the news department you're calling.
- It's also important that you are not talking about you, but rather about the people who will be reading or hearing the story.
- If possible, add a visual -- is there one shelter you're working with? Is there one location where you're accepting donations or abandoned animals?
- If you don't get an interview, ask if you can send a news release. Be sure to find out their preferred method of receiving releases, i.e. e-mail, media kit, or fax.
- Don't be intimidated - just call!

3. **Before you start talking** - be sure to ask *"Is this a good time to talk? I just need 2-3 minutes of your time."* Editors, reporters, journalist, DJ's are all very busy people.

4. Now **send news releases**. The people you've talked to will recognize your story and are much less likely to delete or "trash" it. Be sure to send it in the format they requested. There is a sample template in the Appendix to use when writing a news release.

- Make the release personal -- reporters need to tell stories.
- Tie-in your story with an event that typically generates interest -- Super Bowl, Academy Awards, start of school, World Series, Thanksgiving, etc.
- Invite the media to your project -- list times when cameras would be appropriate.
- Direct it to the public service director at your local radio stations.

5. Write a **public service announcement (PSA)**. Public Service Announcements are run by radio stations at no cost, and they are easy to get placed. Send them to the public service director of your local radio station. Be sure to send them at least two weeks in advance of when you want them to be read on the air. Include your contact information should the station have questions or need to reach you. These are free.

- This is a good way to recruit more volunteers for your project.
- Be aware of lead time -- usually about two weeks -- don't wait until the last minute!

Once you have the attention of the Media, there is so much more you can do to increase your community's awareness of your project. Pick just a few of these to make your project more powerful.

1. **Use your website.** If you have a website, add a special project logo on your Home page to send visitors to your Project Page where you give details on the project, how to contact you, etc. Communicate your goals, recognize your successes, honor individuals who went "over and above," and don't forget to thank the media and any sponsors.
2. **Promote your website.** Include your URL in everything you hand out or send out. Send them to your Project Page.
3. **Look for alternate publicity forums** such as
 - print newsletters
 - e-zines
 - create a blog
 - like-minded forum discussion groups
 - internet radio programs that can help you spread the news
 - Don't forget the Chamber of Commerce and other community councils.
4. **Get a local celebrity involved** in your project.
 - Mayor or other elected official
 - Bank President
 - Pastor, Rabbi or Priest
 - Radio station DJ or talk show host
 - School principal
 - Share what you're doing at condo and/or mobile home park association meetings.
5. **Take advantage of gatherings.**
 - Make announcements at other events -- heavily promote the goal of your project -- a good cause gets responses.
 - Display and/or hand out flyers about the event.
 - Invite local associations and clubs to get involved and publicize it in their communications to their constituents.
 - Don't forget neighborhood meetings -- Neighborhood Watch, block parties, etc.

6. Use other forms of communication.

- Roadside signs
- E-mail lists
- Phone calling tree
- Newsletters (printed and electronic)
- Posters
- Flyers
- Bulletin boards (in Laundromats, etc.)
- Record and publicize a hotline message
- Direct mailings with gift magnets people can put on their refrigerators or calendars with your project and contact information listed.

7. Do a neighborhood survey

- Target neighborhoods that can relate to and help with what you are trying to accomplish.
- You will also be introducing yourself to the neighborhood of potential volunteers.
- Use your results for publicity -- people will already know and trust you.

8. Get the government involved. Ask them to attend an event to show support. Invite the media to cover it -- both reporters and photographers.

9. Use an outdoor marquee sign. If you have one, or if you know someone who will let you use theirs, announce your project on it for the public to see.

10. Partner with businesses that care. Don't be afraid to ask businesses to help you. They are always looking for a way to get community exposure and will more than likely be eager to help you. If you can find them, partner with businesses that aren't already involved in community service. You'll do more good, and you'll start another business down the road to improving your community.

11. Create sponsorship decals.

- Create stick-on decals that promote your project, and then display them at your place of business.
- Pass them out and ask people to put them in their vehicle windows and bumpers.

12. Pass out bumper stickers.

- Keep word of your project visible every day!
- Pass them out at church, at store counters, doctor office tables, Laundromats, veterinarian counters, PTAs, etc.

13. Get flyers put out everywhere.

- Get youth groups to help put them in neighborhoods (not mailboxes).
- Put them on windshields of cars in parking lots (if there are no regulations against it).

14. Create an e-mail list from those who have responded to you from all your efforts.

- Your team will want to hear from you.
- Keep them informed.
- Create excitement.
- Encourage them to forward these e-mails to others asking them to opt-in to receive the information. You'll be amazed how fast this list can grow.

15. Ask local non-profit organizations and agencies to give you a "wish list" of what they most need.

- Send this to the reporter who is covering your project (see page 47).
- Ask him/her to publish it along with details on how people can help meet those needs by participating in the Community Service.

16. Get students to help.

- Meet with school clubs, athletic clubs, and/or youth groups to share about your project.
- Offer appropriate contests to participating groups.
- Contact the reporter covering your project with this angle.

17. Choose a project that is on-going.

- Keep your reporter, TV and radio station contacts up-dated.
- Be sure to always keep the goal -- the human-interest part of the story -- foremost in your publicity.
- Make people feel good about supporting your project.

18. Take advantage of an existing event.

- If a significant number of people will be at an event, ask them to bring along whatever is appropriate to your project.
- Get permission to sit at a table or booth to inform people about your project and gather volunteers.

19. Ask your local transportation companies about free advertising on their vehicles. Then ask an advertising agency if they will donate what is necessary.

20. Circulars or bills. If the business you are partnering with uses circulars or bills make sure to ask them to include a message about your project.

We hope these ideas have helped you realize that a little effort can maximize your efforts – no matter what you are doing!

More World Changer Ideas

41) Guinea pigs can live in the same cage with other guinea pigs, but watch for signs of aggressiveness and if noticed, separate them at once. Males should not be caged with young ones. Some guinea pigs barber, or chew on each other's hair. If it becomes stressful or harmful to other guinea pigs, provide separate homes so they can live in peace. Cages should be at least 18 inches high, 24 inches wide and three to six feet long with a solid floor. Place the cage in a quiet, warm, draft-free location. Cages with clear solid sides, at least on the lower portion, are helpful to prevent scattering of bedding and lets the guinea pig see out of the cage. Cages should be well ventilated with no corrosion or sharp edges, and should have a place for "Piggy" to hide. Guinea pigs need plenty of entertainment, along with spending time with you. Things you can add to the cage include running wheels, escape tunnels and ladders or plywood boxes for climbing.

42) The best bedding for guinea pigs is hardwood

shavings, ground corn cob mixed with nesting material like cotton, or shredded newspaper. Provide bedding to a depth of two inches or more so he can make nests or tunnels to nap or hide in. Make sure bedding is non-toxic, nonabrasive, inedible, dust-free and absorbent. Never use sawdust. Cedar chips can be used, but tend to make their coats a reddish color. Change the bedding daily and wash and disinfect cages weekly with a solution of one ounce bleach added to a liter of water. Rinse cage well and completely dry before adding fresh bedding. Rinse feeders and watering devices every day.



43) Guinea pigs are strictly herbivores, and their diets are rather detailed to maintain best health. A complete, pellet diet made for guinea pigs that contains at least 16% crude protein should not be fed to guinea pigs more than 90 days after the milling of the pellets (check bag or box for milling dates). Vitamin C is needed as a supplement because these pets cannot produce this vitamin. Providing small amounts of grass hay, a handful of cabbage, half a handful of kale, or quarter of an orange will help supply the Vitamin C. Add a Vitamin C supplement to their water and replace it daily as the vitamin C loses its potency quickly.

44) Guinea pigs can be fed the following fruits and

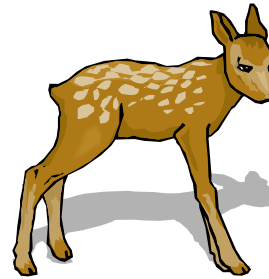
veggies as treats - just make sure they are fresh, washed and have seeds or pits removed. They like lettuce, broccoli, cauliflower, carrots, pea pods, pears, apples, oranges, peaches, strawberries, pineapple, papaya and blueberries. Dandelions, grass and wild clover (free of pesticides, of course), graham crackers and oats are special treats too. Don't let these foods make up more than 10% of their diet and watch that they don't have a bad reaction to new foods.



Wild Animals

45) Don't assume an animal baby has been abandoned by its mother.

Many wild animals have to leave their babies alone while they search for food. Fawns are left alone so predators won't find them, and the mother returns to nurse them several times a day. Does are wary of human scents, so unless the fawn is lying on its side, or wandering and crying incessantly, leave it alone. Fledgling birds will often sit on the ground while learning to fly and this is perfectly fine, unless there is a cat nearby. Only take action if a baby animal is injured or in obvious distress. Otherwise, leave it alone for the mother to find! Contrary to popular thought, mother birds will take back their babies after human handling, but it's best not to handle babies at all. It's less stressful for the baby and safer for you.



46) Leave wild animals alone unless they show these signs of distress:

- The animal is presented to you by a dog or cat.
- bleeding
- an obvious broken limb
- featherless or nearly featherless bird (nestling) on the ground
- shivering
- evidence of a dead parent nearby
- Call proper authorities (see #47) to take care of the animal. It is unlawful to care for a wild animal in your home.

47) If a wild animal exhibits any of the signs of distress in #46 above, notify the proper authorities:

- local wildlife rehabilitator
- local animal shelter
- animal control agency
- state wildlife agency
- nature center
- exotic animal veterinarian

- Let the professionals take proper care of the animal so it has a better chance of survival.

48) To capture and transport an injured wild animal to proper authorities:

- Use a cardboard box with holes punched in the top from the inside out to allow air circulation. A paper bag may be all you need for most songbirds.
- Line the box with a soft cloth or old T-shirt.
- Put on gloves.
- Use a towel or pillowcase to cover the animal, then scoop it up gently and deposit it in the box.
- Do not give the animal food or water – many are in shock and eating or drinking can cause choking, digestive problems, or even drowning.
- Until you can transport the animal, keep the container in a warm, dry place away from children, pets and noise.
- Transport the animal as soon as possible. Keep the carrier out of the sun, direct air conditioning or heat. Keep car radio off and talking to a minimum to keep from stressing the animal more than necessary.
- Never handle an adult animal without first consulting a wildlife professional. Even small animals can cause major injuries.

49) Avoid purchasing wild or exotic animals, such as parrots, monkeys, snakes, or lizards as pets.



Many of these exotics are wild caught, causing them great stress and possible death. Keeping them in environments different from their natural habitats is not the best way for them to live. Purchasing them only encourages the inhumane, and sometimes illegal, practices of wild capture. The global wild pet trade threatens the existence of many species in their native habitats. Let's leave wild animals in the wild and enjoy them in their natural habitats.

50) There are not enough reputable sanctuaries to properly care for the unwanted animals once kept as pets. Exotic animals are all too often given up to shelters when owners realize the upkeep is more than they can handle; that nutritional and

social needs are demanding to meet; that the animal is larger, stronger or more dangerous than expected. Baby animals grow up and instinctive behavior replaces the dependent behavior of juveniles – biting, scratching or destructive behavior takes over. These animals are wild and we should not expect them to act differently. If you “have to have” an exotic pet, make sure you research how to care for your potential pet and be prepared to deal with their instinctive behavior.

51) Protect wild birds and keep your cat inside. Keeping it inside protects area wildlife, such as songbirds and other small animals. Protect all of them by keeping yours an indoor cat.



52) Plant animal-friendly native trees and shrubs in your yard. Research the types of trees and plants that are best for your area. Many times these plants require less upkeep and water than your usual garden plants. Plus, area birds and wildlife will appreciate a place to hang out where they are well-fed and welcome.

53) For many hours of entertainment, add bird feeders to your yard, especially in winter. Using different kinds of feeders and filling them with a variety of seeds, grains, fruit, suet, etc. will attract a larger variety of birds. Then just sit back and watch the show. A good bird guide will help you identify all the different birds that show up to feed.



54) Hummingbird feeders also provide many enjoyable hours of bird watching. The tiny, colorful hummingbirds are protective of their feeders and it is fun to watch them defend their territory. Remember to keep the nectar fresh and don't use any that include red dye – it may endanger their lives. A sugar water solution can be made at home using one-quarter cup sugar for each cup of boiling water. This will work just as well and is always handy. Be sure to let the sugar melt and the solution cool before filling feeders. Empty and thoroughly wash feeders often to prevent the solution from fermenting. You can add more sugar without worrying that they will overdose – they will just feed less often.

55) A birdbath will attract all kinds of winged and regular wildlife to your yard. Birds need water and are especially fond of taking baths. Make sure the bath is shallow enough that birds can stand in it comfortably, or add a brick or rock for them to stand on. Pans of water on the ground are also a welcome source of moisture for many animals. Make sure the water is changed often and the bath is kept clean. In summer, use non-toxic mosquito dunks to avoid providing an environment for them to breed. Every animal needs water - they will thank you by visiting often.

56) Plant a hummingbird or butterfly garden to invite these beautiful winged creatures to your yard. Learn which colors and smells attract the creatures you want to invite. The gardens not only attract beautiful creatures, they beautify your yard as well. Schoolyards and students can benefit from planting a butterfly garden. The wonders of nature can be brought right to students by letting them have a say in planning and planting such a garden. They can learn firsthand about the cycles of life, and that everything in nature works together for our good.



57) Enrich your soil naturally by preparing a compost pile in your yard. Use leftover vegetable scraps, coffee grounds, eggshells, leaves, grass clippings, etc. Add some bone meal, water it occasionally, turn it over so it can decompose evenly and pretty soon, you'll have your very own natural garden enhancement. Compost naturally enriches soil so plants and animals will thrive in the environment you create.

58) Avoid using harmful chemicals in your garden or home. They can endanger many insects that are beneficial to your garden, causing an unnatural balance in nature. Natural products not only work better, they work longer and do less damage to the environment. Many household staple items like dish detergent, vinegar or baking soda, have lots of different uses, indoors and out. Do an internet search or ask

at your library for books about alternative ways to use these common items. Our world will be a safer, less toxic place to live.

59) Keep your distance from animals in the wild.



They are, after all, wild animals. They can and will, act aggressively and unpredictably. Seal and sea lion pups have been trampled when disruptive humans startled adult animals. Stay a safe, respectful distance of 100 yards from all wild animals. Use binoculars or a zoom lens to get a closer look.

If You Have A Business

We are counting on tens of thousands of individuals reaching out to help animals, but if you have a business, you are in a position to have an impact that will be multiplied by the number of your employees. Along the way, you will gain some substantial benefits...

1) Improve Your Community

The first and most important benefit is to the actual community in which you live. Whether your business is part of a huge metroplex or a small rural community, it is also your home. Anything you can do to make it a better place to live will benefit your business, you, your family, and everyone you care about!

2) Enhance Your Company's Image

Your involvement in service projects will make your name and logo more visible in your community. National involvement will only increase your exposure. As you become more visible, you will raise your profile and potentially attract more customers. Not only will more people know about you – they will also associate your business with positive results in their community, giving them much more incentive to do business with you.

3) Boost Customer Loyalty

People like to know their purchases or business activities are serving a greater cause. 83% of people interviewed in a large national survey

indicated they would choose to shop at a business that was giving back in some way, and they actively search to find those businesses.

4) Improve Employee Retention and Attract New Workers

If your employees are your most valued asset, then you need to know community service not only benefits them, but also helps your business. Studies have found that many employees find the idea of volunteer programs very attractive in current or prospective employers. Research also shows that businesses involved in volunteer work have higher morale, higher retention rates, and generally happier employees – increasing productivity and also making you an “Employer of Choice.”

5) Garner Positive Media Attention

Getting your business name out to the public via newspapers, radio or television can only be a good thing. The media is eager to report good things happening in their community.

6) Greater Respect

As the old saying goes, actions speak louder than words. As your business strives to do the right thing in the community, you will attract a growing amount of respect. One result will be an increase in your influence with decision-makers, as well as building a positive profile with current or prospective customers.

7) Knowledge & Skills

Many businesses have benefited greatly from the practical or managerial skills they have learned from the very organizations they have volunteered to help. There will be times when your employees will come back with fresh ideas or new perspectives on issues relevant to your business.

More World Changer Ideas

60) Do not approach mother animals of any kind with young. Do not separate a mother from her young by chasing or herding her and do not handle her young. Nests or dens are especially vulnerable to human disruption. Animals can alter their normal behavior and become

stressed when faced with lengthy encounters with humans. Don't endanger yourself or the animals – keep your distance.

61) If you must take your pets with you where there are wild animals, keep pets on a leash. There is less danger of them or the wild animal being hurt or bitten if they are not allowed to run loose. There is also less danger of transmitting diseases that could be fatal to pets or to wildlife.

62) Don't feed animals in the wild, no matter how cute or hungry they seem. Feeding them results in more harm than good. Wild animals will come to associate people with food and lose their fear of people. They can endanger themselves and people when looking for handouts. These handouts cause wild animals to lose their ability to hunt and catch their own food. They will become more likely to eat trash and debris that could lead to their death. They can become aggressive towards people and also destroy their environment, or your property, searching for food. It is much kinder to leave them on their own and not interfere in their normal behavior patterns.



Feeding wild animals is not worth the pain and danger it can eventually cause, either to wildlife, to you or to an innocent person.

63) Provide a sanctuary for wild animals during the harsh winter months. Think about it from the animal's point of view – just when the going gets tough, many of their food sources are cleaned up and taken to the curb to be transported to the local landfill! So leave those garden beds untrimmed and some of those leaves on the ground – they provide cover and potential winter food. Dead stalks, leaves and seed heads will feed and nourish, while leaves provide much needed cover for many species during the cold winter temperatures.

64) Seeds and large seed heads from many plants and flowers make excellent sources of food for wildlife, such as:

- Black-eyed Susans
- Sedums
- Purple coneflowers
- Sunflowers
- Zinnias
- Marigolds
- Cosmos
- Phlox

65) Hardy ferns can be valuable as both cover and as a food source since they remain green on into winter. Berry-producing plants like bayberries, junipers and cotoneasters are year-round favorites for many species, especially birds.

66) Leaving plant material for wildlife may have a bonus you may not have considered. Your garden beds will add beauty and texture to an otherwise drab landscape. Many ornamental grasses and sedges look great in a winter landscape. In addition to looking good, the grass seeds will provide food for wildlife, and the stems and stalks will provide nesting material for birds in the spring. What an easy way to make a difference for wildlife.



67) Small, deep piles of fallen leaves can be cozy nests for hibernating reptiles, amphibians and insects, so don't automatically rake every leaf from your yard. Protect wildlife by leaving them places to hide on your property.

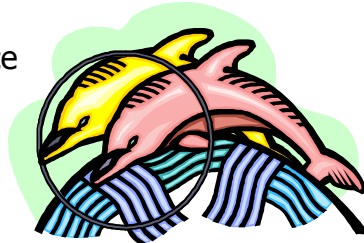
68) Fallen leaves are great as water-conserving mulch to protect your lawn and they make wonderful additions to a compost pile. You can leave the leaves where they fall or shred them and spread over your garden – aim for two to three inches of depth for any type of mulch.

69) You can help shelter wildlife from predators after the gradual loss of foliage in the fall. Build a brush pile to clear your yard of stray branches and twigs and you will provide a safe haven for reptiles and amphibians, ground-nesting birds, insects and an array of small mammals like rabbits, chipmunks and skunks. You may be thinking, "Why should I provide a safe place for reptiles and skunks of all things? I don't want them on my property." But remember, if we don't have these animals in our environment, we will create a void that unbalances nature. Reptiles and skunks need our help just as much, if not more than, other cuter wildlife.

70) We may not realize it, but wildlife continues to need a water source throughout the winter months. In fact, it is more crucial than ever for their survival because many times a reliable watering hole dries up or ices over in the coldest months. Providing a water source close to their home keeps animals from having to travel long distances to slake their thirst. Invest in a quality heater for your birdbath or artificial pond. You will reap your reward when you see the variety of wildlife enjoying the water source you so generously provide.

71) Wild animals are attracted to the recyclables and garbage we throw away. Every time we take these items to the curb or dispose of them in a trash can, we are tempting animals to inspect the contents, causing them potential harm. When you are hiking, camping, traveling, or outdoors for any reason, dispose of your containers and plastic wrap responsibly. Better yet, take a garbage bag with you and pick up any garbage you find, along with what garbage you have. You'll be protecting wildlife and beautifying the environment as well.

72) Marine animals and birds mistake plastic wrap floating on the water's surface as food. Plastic wrap, when ingested, can cause an internal blockage that is deadly to any animal. Rinse plastic wrap and place inside a closed garbage bag. Never throw plastic wrap into open trash cans. Make sure the garbage you place for collection is in plastic or metal trash containers with secure covers so animals cannot get to it.



73) Glass jars and plastic containers can still smell like the food it contained and animals may think it is good enough to try to eat. Peanut butter jars, yogurt containers, plastic wrap that carries the smells of the food it covered, plastic six-pack rings – all these seemingly innocent containers can spell disaster for wildlife. Jars and plastic containers can suffocate animals that stick their heads inside. Birds and other small animals, entangled in the plastic rings, can be injured or die.



74) Rinse all recyclable glass and plastic containers to remove any traces of food or odors. All sizes of containers can be a danger to wildlife. Skunks are particularly vulnerable because their front legs are too short to remove a container from their heads.

75) Make sure you cut up or crush every plastic container before you dispose of it. Cut up six-pack plastic rings so birds and other wildlife won't become entangled or endangered. Let's help wildlife protect itself!

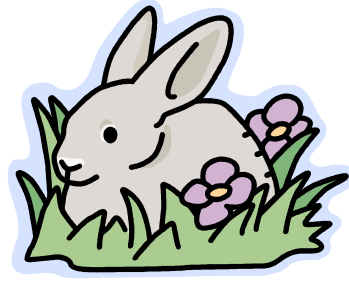
76) If baby birds have fallen from their nest, you can replace them if safe to do so, without fear that the mother will abandon them. If the original nest is too high or has been destroyed, hang a small basket near the original location. Woven stick baskets resemble natural bird nests and allow water to drain so babies won't drown. Use a shallow basket since adult birds won't use anything they can't see out of. Keep watch nearby for an hour or so to make sure parents return to feed the babies. If not, call a local agency in your area.

77) Fledgling birds are fully feathered on their bodies, but usually have short tail feathers. These young birds are learning to fly and they spend a few days on the ground, hopping around, but unable to fly. Keep pets away from the area while the young birds are on the ground. If stray pets are in the area, place birds in a small basket and hang it from a nearby tree limb to keep them off the ground. Hopefully,

they will learn how to fly within a few days and will no longer need the basket to keep them safe.

78) Baby rabbits are often left alone in the nest during the day to avoid attracting predators.

Unless their nest is destroyed or the babies are injured, leave them alone. If the nest is destroyed, cover the nest with surrounding natural materials like grass and leaves. Then put an "X" of sticks or yarn over the top of the nest to find out if the mother is returning to feed the babies. If the "X" is undisturbed for 24 hours, contact a local wildlife rehabilitator. Mother rabbits are very sensitive to human scents and may abandon their young if they have been handled. Keep pets out of the area to keep the baby rabbits safe. A rabbit four inches long with ears erect and open eyes is able to fend for itself.



79) If you see a baby raccoon that has been alone for more than a few hours,

it has most likely been abandoned. Mother raccoons keep close watch on their babies and don't let them out of their sight. Cover the baby with an overturned laundry basket that is weighted on top and monitor him for a few hours. If the mother doesn't return, contact your local wildlife rehabilitator.

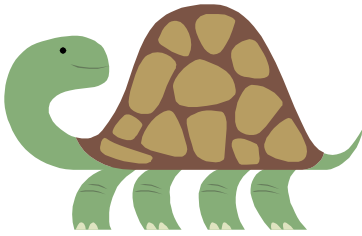
80) If tree work has been done nearby or you find a baby squirrel that has fallen out of its nest,

leave the baby where it is, if it is uninjured. Give the mother time to reclaim her young. Keep people and pets away and monitor him from a distance. If not retrieved by sundown, call a local wildlife rehabilitator. If it is cold outside, place the baby in a shallow box with a heating pad on low or a hot water bottle beneath to keep the baby warm while waiting for mom. Don't cover the baby with a blanket or leaves because the mother may not be able to find him. If the squirrel is nearly full size, has a full, fluffy tail and can run, jump and climb, it is independent and should be left alone.

81) Turtles crossing the road are often trying to get to a sunny location

with loose soil to lay their eggs or trying to make the return journey back home after laying eggs. Making this perilous journey

is often the cause of many turtles being run over or abducted to life in a backyard. Please help the turtles make their journey across the highway, if you can do so safely. Take them in the direction they were headed and leave them where they belong. Turtles are slow to sexually mature, they lay few eggs and mortality rates of their eggs and hatchlings are high. Their habitat is decreasing daily, so every turtle that survives to adulthood is critical to their population. Please be kind and avoid hitting turtles in the road - they aren't fast enough to dodge traffic.



82) Help owls by preserving their natural habitats and using natural, organic methods rather than chemicals when farming and gardening. Preserve old, hollow trees and build owl nesting boxes in protected places for their use. Owls help protect our crops by feeding on small mammals, reptiles and insects. Used as a symbol of wisdom, they also fill us with wonder. Let's make sure we always have these impressive creatures around to inspire us.

83) Squirrels are certainly one of the most popular and entertaining animals in most urban, suburban and rural areas.

They can be pesky too, and few animals are as determined to reach a food source as a squirrel. They will employ whatever tactics necessary to obtain what they want – food! Various “squirrel-proof” feeders are available and are usually humane and effective at deterring the little critters. Position feeders at least 8 feet from trees or nearby structures to help keep squirrels from bird feeders. As long as squirrels can't leap from a tree onto a feeder, they will content themselves with what the birds drop on the ground.



84) Share the wealth with wildlife. Sharing the bounty of your garden or orchard with wildlife can be frustrating for us at times, but as long as they leave us enough to suit our purposes, why not let them have

it? The solution may be just to plant more of the things they like best, or maybe not plant that corn you know most animals love to plunder. It might even help to plant the tastiest morsels closer to your house so the animals won't be as tempted to get near humans. Or plant their favorites further away from the main garden so they reach their favorites first. Humane measures can be taken to prevent most damage, but sometimes it takes too much energy to carry them out. In some instances the best thing we can do is install a fence to keep critters out. But consider letting the animals have a treat – it may be all they have available to eat when other food sources are scarce.

85) Raccoons are intelligent and very adaptable to changes in their environment.

They can wreak havoc in gardens, garbage cans, bird feeders, fishponds and even your kitchen pantry – pet doors make it easy to gain entrance into your home.



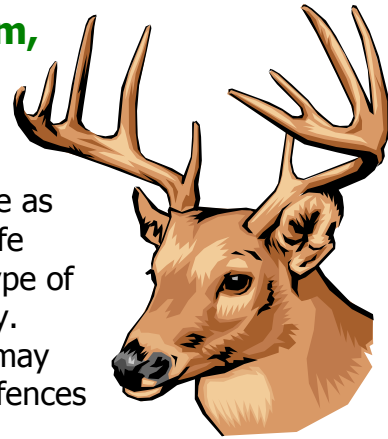
Discourage garbage can raiding by keeping cans inside a shed or garage between pick-ups, and not putting cans out the night before. Keep can lids secured with rope, bungee cords or weights to discourage plundering. Chasing raccoons away using lights or radios to create disturbances can minimize garden damage right before harvest. This may keep them away long enough to gather the crop.

86) Attractive locations for raccoons to use for denning and raising their young include attics, porches or chimneys.

Before taking any measures to rid your property of unwanted visitors, make sure your visitors are raccoons by sprinkling flour or cornstarch in the area so their tracks can be identified. Baby raccoons cannot fend for themselves for a long period of time after birth and don't usually leave the den until 8 or 9 weeks of age. Trapping and moving the family will almost inevitably lead to separation and the probable death of the babies. Never use smoke or fire to drive animals out of attics or chimneys. This will almost certainly kill the young animals that are not able to leave on their own. Sometimes the best thing to do is wait out their occupation. Then cap chimneys and repair and seal attic openings to prevent further problems.

87) To help deter deer from raiding your garden, use thoughtful landscape design giving care to the selection and placement of plants. The best option is to use a more natural landscape and use more native plants species. Naturalized plantings are more likely to receive less attention from deer. Native species are more likely to have evolved ways to tolerate the impact of deer's browsing or to deter their browsing in the first place. Deer will eat some plants like hollies and barberries only when new growth is appearing, if then. Others, like impatiens, are especially irresistible to deer. State cooperative extension agencies, local nurseries or landscaping companies can give you information about native plants that are tolerant, or resistant, to deer browsing in your area.

88) Where deer are a serious problem, the most effective way to prevent damage to a garden is to install deer-proof fencing. No other method, whether it involves lethal or non-lethal means is as effective as this over the long term. Local extension or wildlife specialists should be consulted about the best type of fence for your area before you spend any money. When plenty of food is available, simple fences may do the job; when food is scarce, deer can jump fences ten feet in height!



89) Three principles guide the humane approach to the human-wildlife conflict:

- Respect for the environment
- Understanding and tolerance for living things
- Willingness to resolve conflicts with non-lethal methods

90) If you feed pets outside, take bowls inside to prevent wild neighbors from making midnight raids. Don't provide the temptation for wildlife and many problems will be avoided.

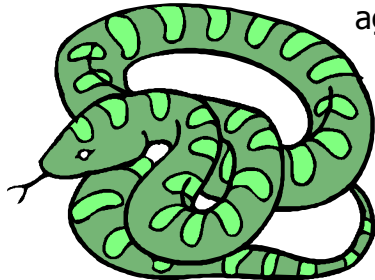
91) Always follow park rules and regulations when visiting. Encourage others to do the same when visiting parks or any natural setting. The rules are there for our protection as well as for the animals.

92) Please use synthetic furs if you have to have fur.

Countless animals are raised in inhumane conditions on fur farms, suffering from poor conditions and unnatural habitat. Synthetic furs are warmer, lighter and cost much less, especially in animal suffering.

93) Many encounters with snakes result in the death of the reptile.

In most circumstances, the snake should be allowed to go its own way. Venomous snakes should be removed and relocated by experienced handlers such as your local humane society, animal control agency or a professional wildlife control operator.



Many snake populations are on the decline because of increased human invasion of their territory. Snakes play an important role in the balance of nature. They feed on rodents and help keep their populations down, for which we should be grateful. If a snake is not venomous, there is no need to relocate it. When released into unfamiliar surroundings, they have low rates of survival. To keep snakes from residing in your area, remove brush piles, rocks, wood or other debris that would provide hiding places for them and their prey.

94) Rabbits like to feed in yards and gardens. Installing a well-constructed fence that is strong enough to keep rabbits out can eliminate most damage. Fences normally need to be only a couple of feet high and bottom edges need to be buried six to eight inches to prevent burrowing. Damage to young trees can be prevented by using commercial tree wrap or cylinders of hardware cloth or chicken wire to a height of 12-18 inches. When trimming trees in the fall, leave the trimmings on the ground as a decoy food source for rabbits.

95) To evict skunks from under a building, spray a mixture of 8 ounces dish detergent, 8 ounces castor oil and a gallon of water around the area where the skunks are living. To determine if the den has been vacated, stuff newspaper in the entry hole. If skunks are still present the paper will be pushed out within 24 hours.



96) To neutralize skunk odor on pets that have ignored the skunk's warning to back off (it stamps its front feet), use the following mixture:

- 1 quart 3% hydrogen peroxide
- 1/4 cup baking soda
- 1 teaspoon Dawn® liquid dish soap
- Apply liberally and hold your nose!

97) Millions of wild animals are killed on our nation's highways each year. It is estimated that more wild animals are killed with cars than with guns. Highways fragment the animals' habitats – forcing them to live in areas too small for their needs, or to cross roads to find food, nesting sites, cover and mates. European countries have constructed overpasses across major highways to help protect wildlife



populations. Natural overpasses can include small ponds, wetlands and fruiting shrubs to encourage wildlife usage. To gain success with this endeavor in the U.S., citizens need to demand federal law be changed to ensure that wildlife passages be considered and

incorporated into every highway construction and improvement project. Wildlife needs this protection and consideration since their habitat is decreasing with every road, strip mall and subdivision we build.

98) No other wild animal in the U.S. is as extensively exploited and treated without regulation as the rattlesnake. Rattlesnakes are important to their ecosystems, keeping rodent populations in check, thus preventing crop damage and the spread of disease. Rattlesnakes are important prey for raptors and other animals. Most species of rattlesnakes are not protected anywhere in their ranges or by any federal or international laws. Steps must be taken to protect these valuable members of the environment, before we learn too late how valuable they really are to our own existence.

99) Rattlesnake Roundups are very destructive to rattlesnake populations as well as their habitats.

Destructive collection methods are used to gather rattlesnakes, which also detrimentally affect gopher tortoises, indigo snakes, box turtles, coach whip snakes, pine snakes, southern toads, gopher frogs, burrowing owls, raccoons, opossums, and many species of invertebrates. This destructive practice is also hazardous to humans - they are subjected to more snake bites due to inexperience in handling rattlesnakes. This leads to the use of antivenin, and the depletion of local supplies available for accidents or bites that are genuinely unavoidable.



100) Declining songbird habitats are contributing to the decline of songbird populations. We are hearing fewer bird songs now than ten or more years ago. To reverse this trend, there are three steps we can take:

- Support land conservation
- Create wildlife habitats in our backyards and encourage businesses, farmers and organizations to do the same. Airports, golf courses and military bases manage millions of acres that can be managed to support wildlife and people as well, and create enormous amounts of habitat.
- Control free-ranging cats by keeping them inside, especially early and late in the day when birds are most active.

101) Ground nesting birds and rabbits are often at a great disadvantage during spring. Mowing fields without checking first for nests disrupts and destroys nests and babies. Using large trimmers to trim trees along roadsides also destroys many nests and baby songbirds. Performing these chores a little later in the year when baby birds are grown and on their own can help preserve populations of these special creatures.



"The wilderness is not a renewable resource. If it is possible for humans and wildlife to coexist, we must endeavor to understand as much as possible about their needs to minimize negative impacts."

~Author Unknown

Bonus ideas

102) If you feed birds on the ground, installing a low fence around the area is a great idea, thus making it more difficult for cats to get near birds. When cats jump over the fence, birds are likely to see the cat and be able to escape.

103) Educate children to respect and care for wildlife and their habitats.

Animals are not toys to be played with; don't destroy nests and other wildlife homes - they are essential to species' survival. Children are the future of our world – teach them how their actions affect everyone and everything around them.



"If all the beasts were gone, men would die from a great loneliness of spirit, for whatever happens to the beasts also happens to the man. All things are connected. Whatever befalls the Earth befalls the sons of the Earth."

~Chief Seattle of the Suwamish Tribe,
letter to President Franklin Pierce

**5 Million For Change!
&
5 Million Students For Change!**

Together We Can Change The World, Inc. has created the 5 Million For Change Campaign to mobilize a force of good that will sweep across the globe and create true sustainable CHANGE on every continent.

It's not just enough to say you want to help create CHANGE - you have to have the resources and tools to do just that. The Together We Can Change The World Association has created everything you need - giving it to you totally FREE as our contribution to CHANGE.

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The 5 Million For Change Pledge is on the next page:

5 Million For Change Pledge

I raise my hand for 5 Million For Change.

I will take time **TODAY** to make a difference in
the world.

I will take time **TODAY** to do one thing – for one
person.

I will take time **TODAY** to spread some love &
caring in my world.

One thing – **TODAY**.

EVERYDAY!

Nothing is too small. Nothing is too big.

It is only important to take Action.

I will take time **TODAY** – to **ACT** – to create
CHANGE!